

Digital Marketing Technology and Services



Sam Cinquegrani
Founder & CEO
ObjectWave Corporation

CEOCFO: Mr. Cinquegrani, what is the concept behind ObjectWave?

Mr. Cinquegrani: We are a digital marketing technology and services company. We are heavily entrenched in eCommerce development for both small and enterprise level companies. ObjectWave has been in business for almost 26 years now. We have deviated quite extensively from what we were previously, which was a firm focused on building large software enterprises for some of the largest trading platforms and exchanges in the world. Today, ObjectWave brings the same engineering prowess into the world of digital marketing and eCommerce.

CEOCFO: Would you explain what is different about ObjectWave?

Mr. Cinquegrani: What really sets ObjectWave apart is that we really focus on our customer's customer. We put ourselves in the customer's shoes. We understand the customer's needs and expectations and we then strive to meet those each and every time. ObjectWave is at also at the forefront of superior technology and innovation. We have a 100% success rate with eCommerce to date. We have never had a single failure in the history of the company. You can count of our team to do the job on time and do it well.

CEOCFO: Would you give us an example of how you help your customers, something common as well as something more outside the box?

Mr. Cinquegrani: Sure. Let me start by giving you an example of a client we currently support; a large pharmacy chain in Mexico. This company happens to be one of the largest companies in **Mexico. They have about 60 stores, mostly located in Mexico**

City, where about 20% of the Mexican population lives. They are a traditional pharmacy in the fashion of the drug stores of yesterday. In addition, they have a massive expansion plan for up to 1,000 stores throughout Mexico and extend their reach into Latin America. However, they realize that the customer is paramount, so today you can call or fax in a prescription and they have a policy of delivery within one hour free of charge. They have delivery guys on scooters. This is their added value. They are very focused on making sure that the customer experience is optimal, so as a result they have a very loyal customer base. The problem that they are facing is that one, they want to grow, but two, their customer is changing, such as in the case of getting the script to the pharmacy, because many people today do not even have a fax machine. However, what customers do have is a camera on their mobile phone, so they can take a picture and send the script to the pharmacy. Therefore, there would be a need for the pharmacy to have technology developed possibly in the form of a mobile app that allows the customer to send a picture of their script and in the end improve the overall user experience. The company recognizes the need to transform their business and be more in tune with a very digitally focused consumer group. For this reason, they are spending tens of millions of dollars to transform their back office systems, point of sales terminals, including a new eCommerce build out site, in order to allow the customer to receive the kind of experience that they are expecting. What ObjectWave is capable of doing for this customer as well as others, which is unique from most other digital agencies, is that we have the experience and expertise on how to build an entire end-to-end solution. We can create not only that front-end mobile app that will take the picture of the script and allow that script to be sent somewhere, but then on the backside, we can take that script and create an order from it and do a routing process, so that it gets to the customer. This includes order management and inventory management, all the way to the point of sales terminal. We can do all the things that happen behind the scene that the customer will never see, but without it, you will never create a customer experience that is optimal for the customer. Again, we are always focused on the customer's customer.

CEOCFO: Are clients coming to you because they understand the depth that you offer at ObjectWave, or are they often surprised that you can help them with so much?

Mr. Cinquegrani: They come to us because of our experience. They come to us because they know our track record. They come to us because they know we can offer end-to-end solutions. When you tell the customer that you have a 100%

success rate in eCommerce, they are attracted right away. The fact that we can sit in a meeting and talk intelligently about how a component will work, how we can update all of their internal systems, so that they can track everything, from inventory management to order processing. We can do that in a face-to-face. That is where we differentiate ourselves and where a customer becomes surprised and knows they absolutely need to bring us on board to manage their project. We bring that engineering prowess and capability to eCommerce. Essentially, we are able to solve problems that other firms just cannot even envision how to do it. They could not even get started. This is the added value ObjectWave brings to clients.

CEOCFO: Are you as surprised that so many eCommerce sites run so badly?

Mr. Cinquegrani: I would not necessarily describe it as surprised. I am frustrated by it because it makes our job much more difficult. It hurts the industry as a whole. ObjectWave, on the other hand, knows how to do it right. If you are building a house, you are not going to allow the carpenter to do your plumbing, so why would you allow your typical agency to do your back-end systems integration? That is not what they do, so why allow them to do it?

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CEOCFO: Would you tell us about the virtual dressing rooms?

Mr. Cinquegrani: The virtual dressing room is something that we are working on right now, so it is still in development. However, we are focused on this because it is important that you start bringing the brick and mortar experience to the consumer on their digital desktop. Something like the digital dressing room will probably need the power and the landscape of at least a laptop, so some of these capabilities that we build are limited in terms of the device that they can be seen on. However, it is creating the ability for people to see themselves in their true form, in the kinds of clothes that you are selecting or possibly choosing to buy online. The virtualization is a little tricky, because there is a great deal of work to be done in terms of determining a person's physical aspects and how a specific item is going to look on them. On top of that, you also do not want to hurt the customer's brand. Therefore, you have to consider the functionality, as well as the impact to the brand or to the actual company that is trying to sell the products. A big part of building eCommerce sites is to know when something is not a good idea, although it may be a cool concept. In either case, the virtual dressing room is just another example of how ObjectWave is on the cusp of innovation in the eCommerce space, something that is truly defining us and differentiating us from our competitors.

CEOCFO: What else is in the design process?

Mr. Cinquegrani: Much of it is straightforward eCommerce, such as the B2B stuff, product catalogues, controlling inventory, doing order management, doing the logistics in getting a product from point A to point B in an expedient and cost effective way. Using mobile in a mobile commerce way is another new design, as well as the ability to use Bluetooth capabilities and Bluetooth transmission, even in a store. We have customers that are looking at the idea of spawning dynamic coupons, such as when someone shops for a product, your smartphone will automatically receive a coupon for that product that will allow the consumer to purchase it at a discount. Personalization is a big deal right now in eCommerce. The idea of not treating customers ubiquitously, but treating them for the value that they bring to you, such as doing targeted promotions to a customer group that has certain kinds of buying behaviors. These things require quite a bit of investment in technology. There are algorithms that must be developed to execute on some of these ideas. We do a great deal of client work in Latin America and they are five years behind what is happening in the United States when it comes to technology and innovation in eCommerce. Therefore, there is quite a bit going on behind the scenes that makes an impact as to how successful your eCommerce site is going to be, as well as how successful your conversion rates are going to be. Those are all things that ObjectWave is working on. We are always looking for new ways to use the latest technological innovations and bring them to our clients.

CEOCFO: Was Latin America a deliberate strategy or more opportunistic?

Mr. Cinquegrani: We have been in Mexico since 2004, so we have been there for quite a while. For a long time we were wondering how we could extend what we do in the US to Mexico, so when we started doing eCommerce, it seemed to be a good fit. Then a couple of years ago we decided to start calling on businesses in Mexico to see if we could be a solutions provider to eCommerce down there. What we found right away was that they were not ready. We could not convince a single company. That changed about a year ago. About mid-year last year, one of our partners with an eCommerce platform called us with some leads. Therefore, you could say that our decision to expand into Latin America was strategic at first, but then it became opportunistic.

CEOCFO: *You mentioned your client's customer is your focus. Was that your focus from day one, or became more so as you increased your interest in eCommerce?*

Mr. Cinquegrani: That was not the case on day one. At that time, we did not know enough about the significance of a good user experience. The realization came when I was reading from our ticketing system and one of the tickets struck me. It was a not about technology or a bug at all, but it was a complaint. Someone complaining about a customer who had written a review that they liked the idea that they could order something from the site, but hated that they had to input things two or three times. Then every time they ordered an item, they would have to start all over again. At that point, I realized that not only was it important to meet the requirements that our client gives us, but it is also very important for us to think of it from the customer's point of view. From that point forward, things started changing at ObjectWave. I actually started talking to our development group about the fact that they should be really testing the sites that they build and asking themselves if this was how they would actually want to do it. I started putting our developers in the shoes of the end customer. That is when it became evident that we had to change our approach of how we look at functional requirements and how we actually build them. We must always focus on the user experience and on the customer's customer.

CEOCFO: *Why is ObjectWave an exceptional company?*

Mr. Cinquegrani: I know I have been mentioning this a few times now, but I can't stress this enough...ObjectWave is absolutely focused on our customer's customer. This is absolutely paramount for our company. It is objective number one for us. That is one reason. Two is that we have the experience and the success that is unmatched in our industry. I cannot think of another company that can claim that they have a 100% success rate with eCommerce implementations. Third is that we have the people and the process that makes us successful. We are successful for these reasons. If we focus on these, ObjectWave will continue to be a leader in the eCommerce space.

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